

MICROBURST

# TECHNOLOGY & INNOVATION

*Where infrastructure meets imagination.*

Infrastructure · Cloud · CRM · Payments · Platform Engineering · AI Automation

## WHY THIS EXISTS

# Your stack is broken. We're here to fix it.

Startups need infrastructure that won't collapse at Series B — and integrators who don't flinch at complexity. MICROBURST treats your stack like it's ours.

### No Scalable Foundation

Outgrow before you realize it.

- Brands outgrow their stack before they realize it.
- Building wrong costs twice as much to fix.

### Legacy Debt at Scale

Systems not built to connect.

- Inherited systems break under new integrations.
- Technical debt compounds faster than you fix it.

### Wrong Partners, Wrong Results

Most agencies lack the depth.

- Most agencies lack the depth to deliver.
- Wrong partner means rework at double the cost.

### Revenue Ops Gaps

You're losing money you can't see.

- Broken CRM and billing gaps cost you deals.
- Revenue leaks you can't see until it's too late.



WHO WE SERVE

# Built for companies that are scaling.

From first infrastructure to IPO-ready platform — MICROBURST scales with you.

## EARLY STAGE

### Seed → Series A First real infrastructure

- Build the right foundation from day one
- Infrastructure that grows with your ARR
- CRM and Rev Ops set up to close deals
- Payments and billing that scale automatically
- No rearchitecting at Series B — built for it

## GROWTH STAGE

### Series B → Pre-IPO Scaling infrastructure that performs

- CRM + Rev Ops at scale
- Multi-cloud architecture (AWS, GCP, Azure)
- Platform engineering & API infrastructure
- SSO, RBAC, MFA as your team grows
- Zero-downtime migrations & cutovers

## THE TECHNOLOGY SYSTEM

# Six disciplines. Built to scale with you.

Every MICROBURST capability is right-sized for where you are today — and engineered for where you're going.

### Hosting & Domains

Keep the lights on.

Email, WordPress, Ghost, custom apps. We manage uptime so you never think about it.

### Cloud & Kubernetes

Scale without fear.

VMs, Docker containers, K8s clusters. Enterprise-grade infrastructure, right-sized for you.

### CRM & Revenue Operations

Full lifecycle. Zero gaps.

Leads, quotes, orders, billing — all connected. Your pipeline runs itself.

### Org & Identity

Secure the foundation.

Directory services, RBAC, SSO, MFA. Compliance-ready identity management.

### Platform Engineering

The builders others can't match.

CRM builds, API architecture, cloud migrations, complex integrations. Done right the first time.

### Payments (Stripe)

Quote-to-revenue.

Subscriptions, invoicing, usage billing. Your payment flow as clean as your brand.

# Run your business. Forget your stack exists.

MICROBURST handles every layer of your infrastructure so you never have to think about it again.

**01**

## Discovery & Audit

We map your existing stack, identify gaps, and deliver a prioritized roadmap. Most clients are surprised by what we find. No guesswork.

**02**

## Architecture Design

We design the solution — infrastructure, integrations, data flows. No black boxes. Every decision documented and yours to keep. Always.

**03**

## Build & Migrate

We build, configure, and migrate with zero-downtime plans. Your team keeps working while we lift the heavy. Zero disruption.

**04**

## Manage & Optimize

Production monitoring, updates, and performance reviews. Direct line to your lead engineer. No ticket queues. Ever. Guaranteed.



## THE WORK

# Three builds. Three scales. Same MICROBURST standard.

**10x**

growth-ready

### Series B SaaS Platform — Digital Health

Fragmented infrastructure, no CRM pipeline, billing handled in spreadsheets. MICROBURST delivered a zero-downtime Kubernetes migration, stood up CRM + Stripe quote-to-revenue, and built infrastructure scaled for Series C — all before their next board meeting.

**400+**

staff secured

### Series B Financial Platform — Fintech

Legacy infrastructure on aging hardware. No SSO, no MFA, 400+ staff on disparate identity systems with active compliance exposure. MICROBURST migrated to private cloud with zero downtime, deployed SSO + MFA across every seat, and delivered full RBAC with audit logging.

**5→0**

days to invoice

### Series C Supply Chain Platform — Logistics

Sales team running pipeline across four disconnected tools. CRM integration stalled with a previous vendor. No quote-to-cash visibility. MICROBURST rebuilt the CRM layer, integrated quote-to-invoice automation via Stripe, cut the billing cycle from five days to same-day, and restored full pipeline visibility across all teams.

*Representative engagements. Details anonymized.*

## WHY NOT A FREELANCER?

# They can fix a ticket. They can't build what's next.

Whether you're a 10-person startup or a 500-person scale-up, MICROBURST delivers senior-level expertise — without the agency markup or the MSP ticket queue.

	FREELANCER / MSP	IN-HOUSE IT HIRE	MICROBURST
<b>Approach</b>	Ticket-based, reactive	Reactive until experienced	<b>Proactive, always-on monitoring</b>
<b>Scope</b>	Single discipline only	1–2 disciplines max	<b>6 integrated service disciplines</b>
<b>Architecture</b>	No systems architecture	Architecture takes 6+ months	<b>Full-stack roadmap from day one</b>
<b>Management</b>	You manage the vendor	Hiring risk + full salary burden	<b>One point of contact — always</b>
<b>Certifications</b>	No real certifications	Rarely holds platform certs	<b>AWS · GCP · Kubernetes · CRM certified · Salesforce · SAP · Platform certified</b>
<b>Strategy</b>	No strategy or roadmap	Roadmap builds slowly over time	<b>Roadmap and audit from discovery</b>

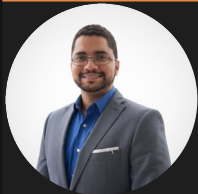


Your infrastructure is your business. MICROBURST makes it perform like one.



## THE TEAM

# Senior operators. Startup speed.



YOUR TECHNOLOGY LEAD

**Elvis Espinal**

Head of Technology & Innovation

- CRM Architecture · Revenue Operations
- Cloud Infrastructure · Platform Engineering
- Kubernetes & Containers · CRM & Rev Ops

**No learning curve.** Elvis has built it before.

**One point of contact.** No account manager buffer.

**Honest scoping.** What you need. Nothing you don't.

## Behind the build.

MICROBURST isn't a staffing agency. It's a senior team that's built infrastructure at every scale — from first launch to pre-IPO platform.

### PRODUCTION & BRAND

Emmy-winning production leadership. Creative marketing veterans from NBC Sports, MTV Networks, Google, Disney, Mr. Beast, and Airbnb.

### STRATEGY & MARKET

Bilingual market positioning (EN/ES). Brand strategy and content systems architecture. Social and digital growth across sports, media, and high-growth brands.

### TECHNOLOGY & INFRASTRUCTURE

Cloud-certified engineers across AWS, GCP, and Azure. CRM architecture, Rev Ops automation, Kubernetes orchestration, and platform engineering.

# The short version.

## What size companies do you work with?

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Seed through Series C and beyond. MICROBURST right-sizes every engagement — the same senior team whether you're 10 people or 500.

## Can you match our pace?

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MICROBURST was built for founders who move fast. Discovery is tight, first deliverables ship quickly, and we don't slow down once we're in.

## Do you work with our existing tools?

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Yes. MICROBURST audits what you have, keeps what works, and replaces what doesn't. We're tool-agnostic — we optimize for your outcome.

## Is there an onboarding period?

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We start with discovery: audit, architecture design, and access setup. First deliverables ship fast. Full cadence follows — regardless of company size.

## What if we part ways?

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Everything MICROBURST builds is yours — documentation, configs, codebases. Full ownership, clean handoff, no lock-in.

## What does direct support mean?

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Your lead MICROBURST engineer directly — not a ticketing system. A named contact who knows your stack. Response in hours, not days.



## HOW WE ENGAGE

# Scoped to your reality. Not a template.

Every engagement starts with discovery. What comes next depends on what we find.

	SCOPE	BEST FOR
<b>FOUNDATION</b>	Infrastructure audit, architecture design, CRM setup, hosting & domains, payment integration.	<i>Seed and early Series A building their first real stack.</i>
<b>GROWTH</b>	Everything in Foundation + cloud orchestration, Rev Ops automation, identity management, ongoing optimization.	<i>Scale-ups that need infrastructure to match their trajectory.</i>
<b>ENTERPRISE</b>	Full-stack platform engineering — CRM at scale, multi-cloud architecture, API infrastructure, zero-downtime migrations, compliance.	<i>Series B/C companies with complex stacks and aggressive growth targets.</i>

All engagements include discovery, architecture documentation, and direct access to your MICROBURST lead.

MICROBURST

# TECHNOLOGY & INNOVATION

Built **for founders.**

Built **for scale.**

Built **for what's next.**

[Start the Conversation](#)